

June 20, 2014

US23 Heritage Route Committee Minutes

Meeting called to order at 10:00am via phone by Denise Cline.

Leisa Sutton, Patty O'Donnell, Sue Stein, Adam Poll, Sarah Waters, Anne Bellinger, Don Seal, Belle, Brandon Schroeder, Karen Sanderson, Mary Ellen Jones, Greg Sundin and Dave Wentworth were on the call.

Update Management Plan: New format has to be done every 5 years. Denise is putting into the new format our plan. Meeting with each of the county teams to review, county goals and objectives. Looking to complete by late August.

The new fiscal starts 10/1/2014

Meet September of 2014 before fiscal begins as a whole committee in person.

Is there a planning study we want to work on for 2015.

- Study to look at economic impact route is having. ie: Visitors, spending, trends. This would be contracted out.
- Connect route with trail system
- Or don't apply and work on scenic byways plan.

A discussion took place on the different possible studies and way we should proceed.

Goals and Objectives: Asked to look over and email to Denise any changes that need to be made. Remember goals are general for the entire route. Some have been obtained.

We need a seat for Chamber/CVB member and a seat for the NRCH seat for the committee to be added. We also need an updated list of members from each county sent to Denise so she can update her files.

UPDATES:

Brandon: Sent copies of his tour sheets and asking for feedback in hopes to brand them also with US/23

DNR: Trying to bring a trail to Rogers City to make a circle for snowmobilers.

Anne: Gave an update on videos.

MACME: Discussion of holding conference in fall. Educate people to Heritage Route. Being held 9/11/2014. Skims a still available at \$150 to help promote community and US23 Heritage Route.

Sunrise Coast: Ads started in May. Reports sent last week. Cheboygan not participating this year. There will be no fall campaign this year.

Social Media: Going steady!

Meeting adjourned at 11:39pm

Respectfully Submitted

Sue Stein

Recording Secretary